



2020 ANNUAL PLANNING INFORMATION AND WORKFORCE ANALYSIS REPORTS

NORTHWEST MICHIGAN

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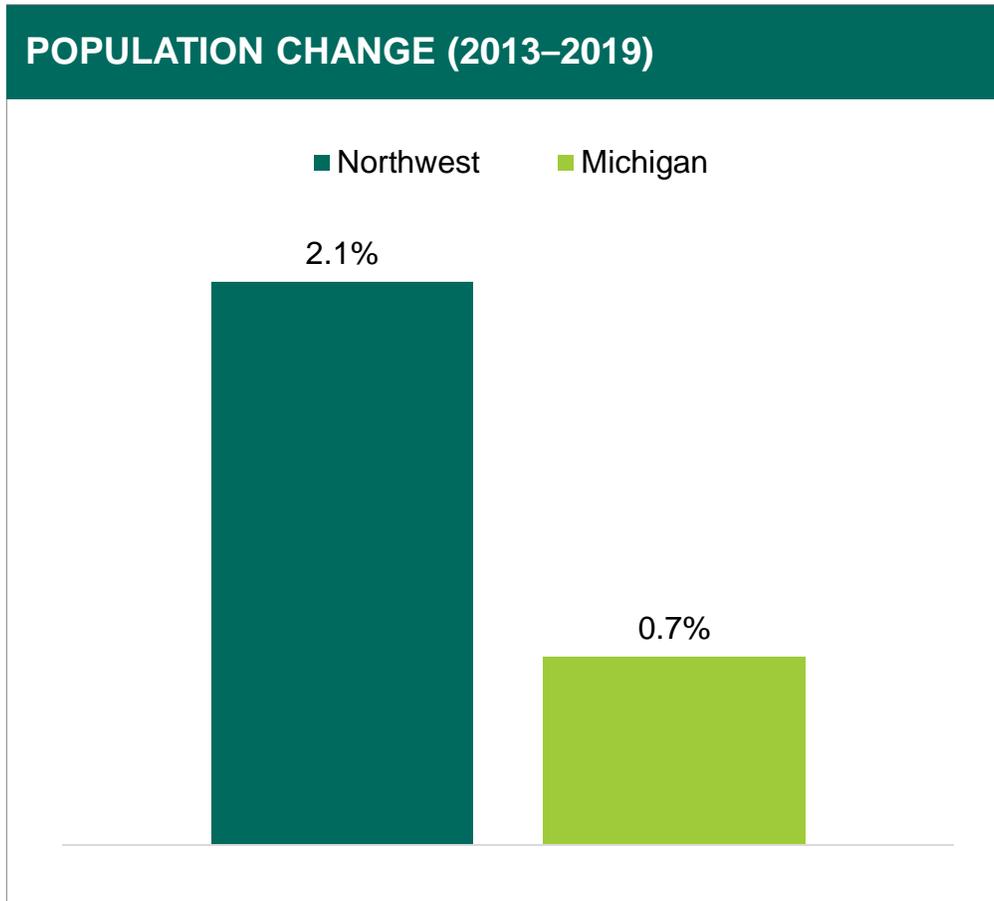
POPULATION TRENDS

AND CHARACTERISTICS

FIGURES 1–4

The regional population increased 2.1 percent during the 2013–2019 period.

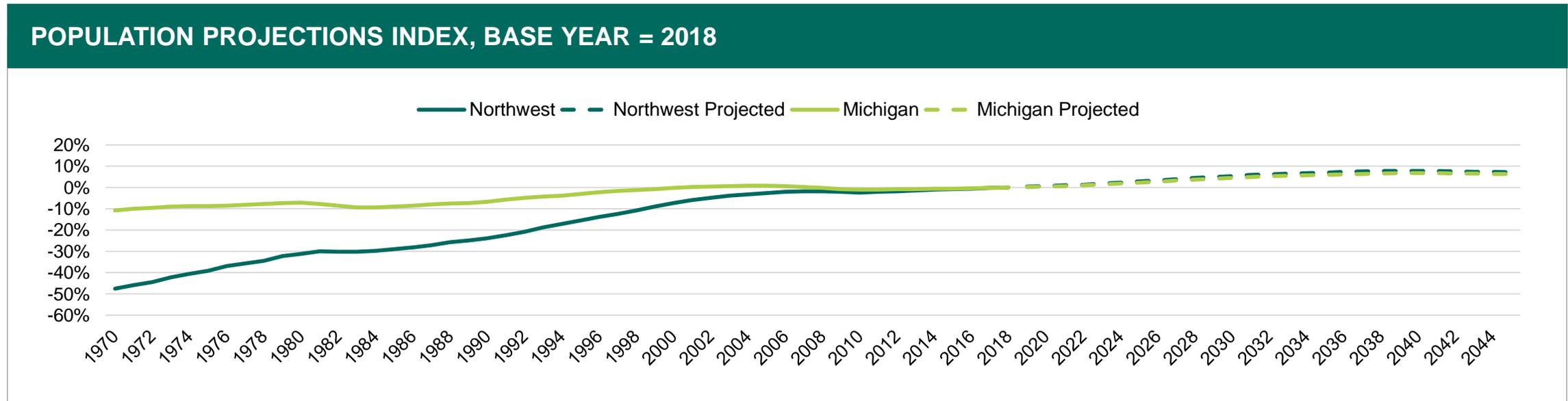
- Recent population estimates from the U.S. Census Bureau show that the population of the Northwest Prosperity Region has increased from 300,554 in 2013 to 306,842 in 2019. Since 2017, the population has increased by 3,001. **(Figure 1)**
- The state population steadily rose since 2013 to add nearly 74,000 by 2019. Nationwide, the population rose by close to 4 percent (or about 12.2 million) over this period. **(Figure 1)**



Source: U.S. Census Bureau, Annual Population Estimates

Since 1970, regional population has seen rapid growth, faster than that of the state.

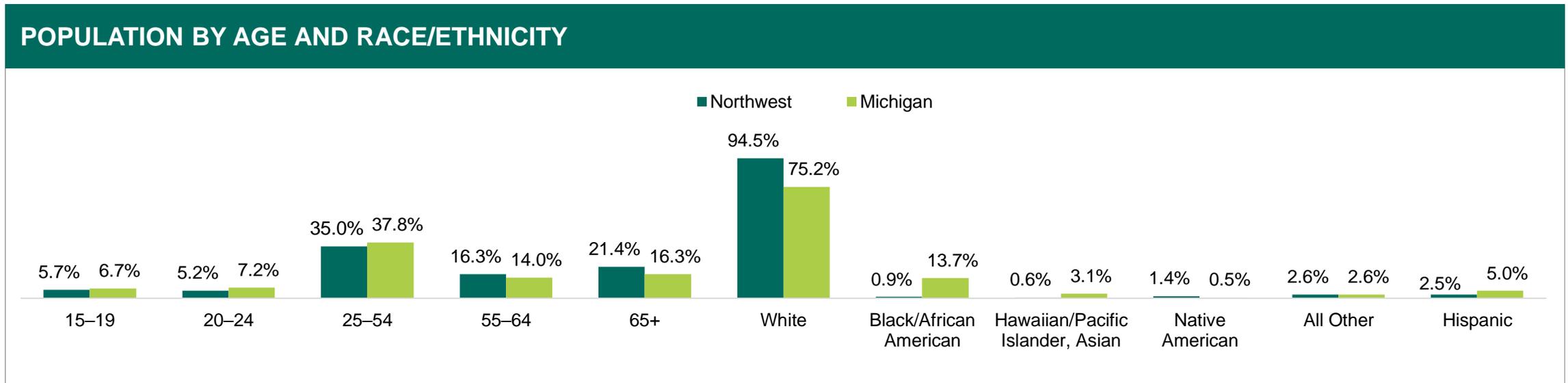
- The population in the Northwest Prosperity Region nearly doubled from 1970 to 2018, increasing from 160,000 to 305,000. Growth in the region is projected to slow, before peaking at 328,400 in 2039. (Figure 34)



Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives, Population Projections

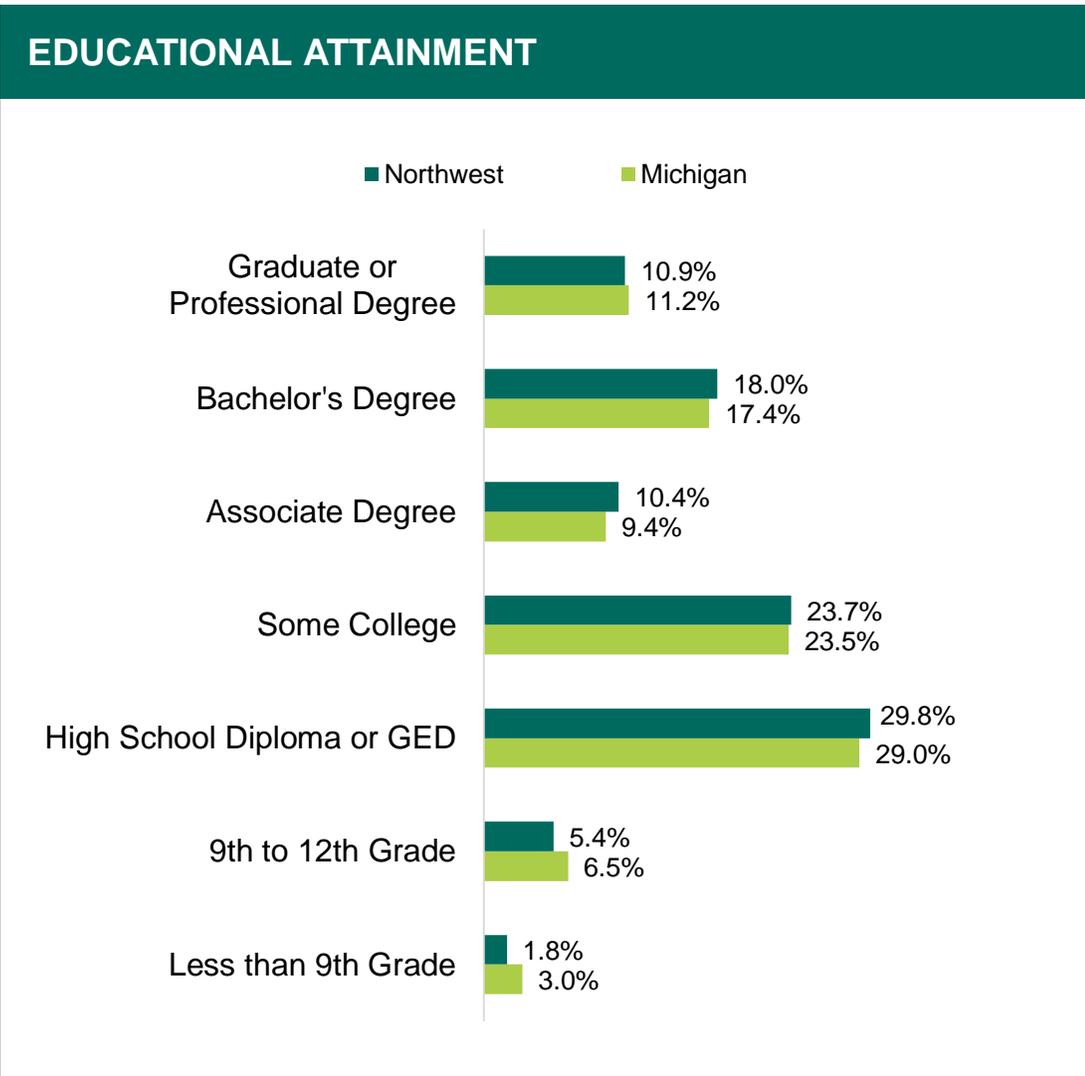
Northwest Michigan is less diverse and older than the statewide population.

- Most of the regional population is white (94.5 percent). This is nearly 20 percentage points greater than the state distribution. **(Figure 2)**
- The region is home to a larger share of older residents in comparison to that of the state. Those age 55 years and over made up 37.7 percent of the regional population, just over 7 percentage points greater than in Michigan overall.



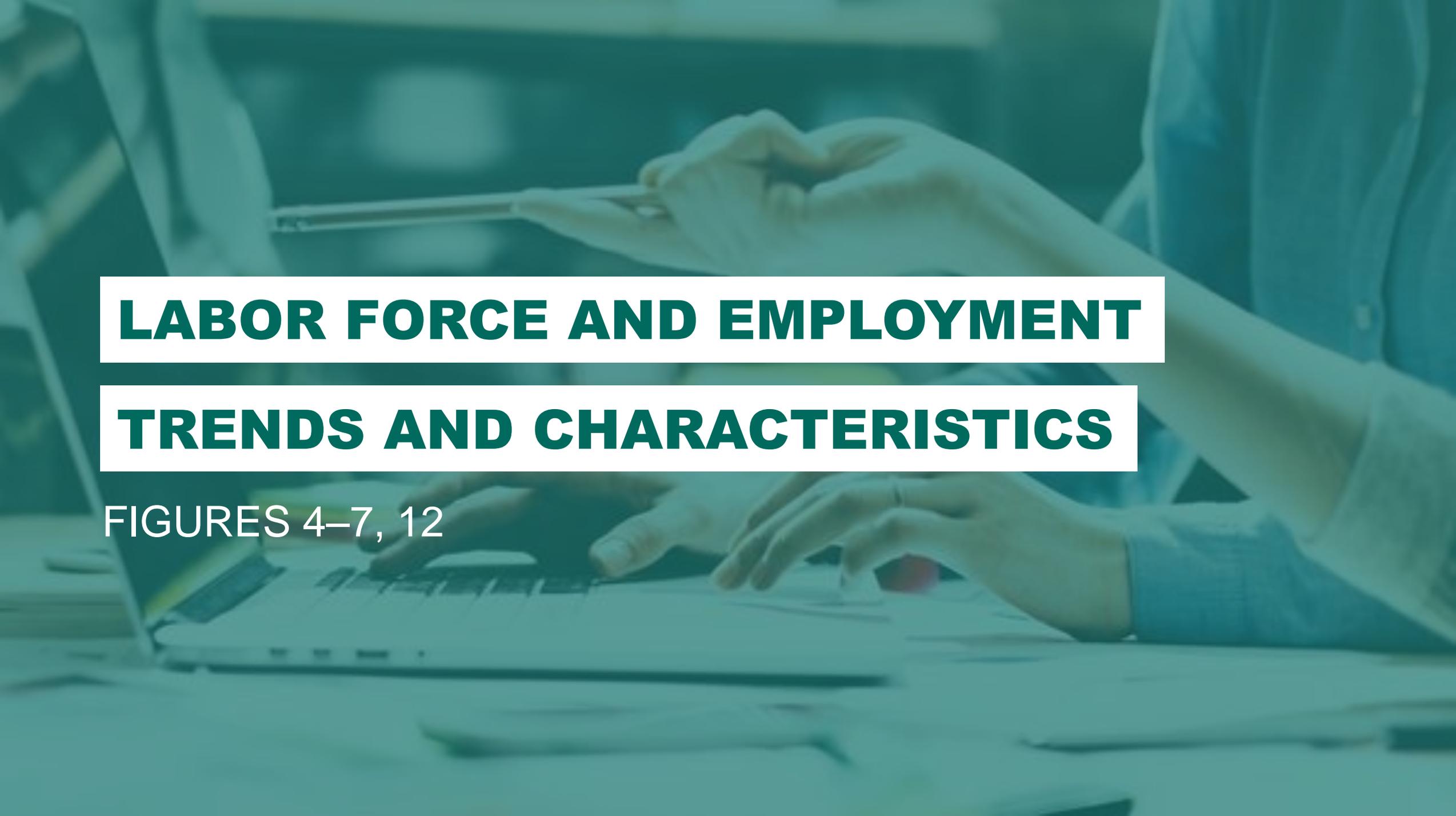
Source: U.S. Census Bureau, 2014–2018 American Community Survey Five-Year Estimates

The educational attainment of Northwest Michigan's residents is similar to the state overall.



- Educational attainment is based on the number of residents 25 years and older for each level of education. The region slightly outperformed the state in terms of the share with a high school diploma or GED, an associate degree, and a bachelor's degree. **(Figure 3)**
- Northwest Michigan had a smaller share of its population with less than a high school diploma than the Michigan average.

Source: U.S. Census Bureau, 2014–2018 American Community Survey Five-Year Estimates

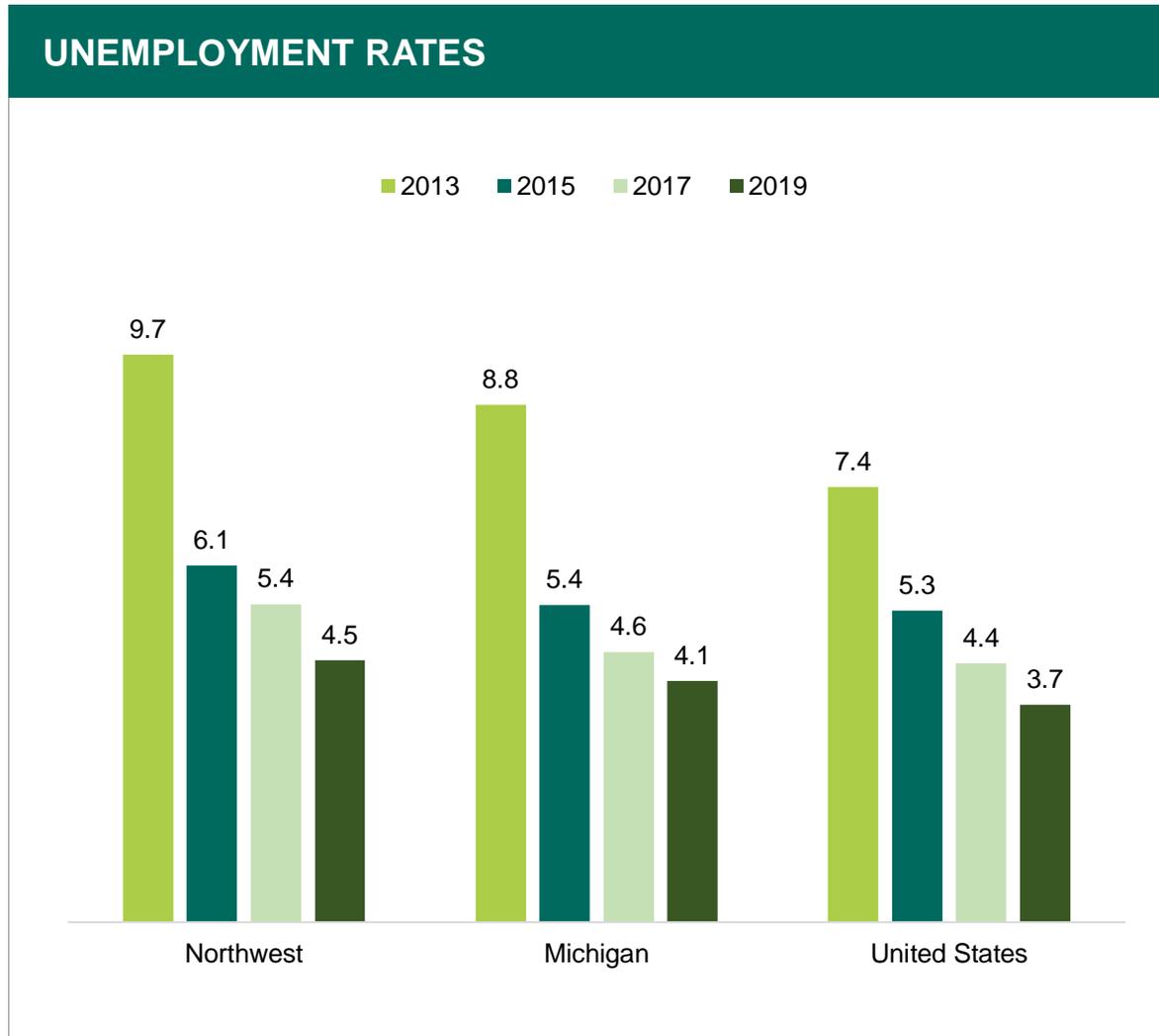


LABOR FORCE AND EMPLOYMENT

TRENDS AND CHARACTERISTICS

FIGURES 4–7, 12

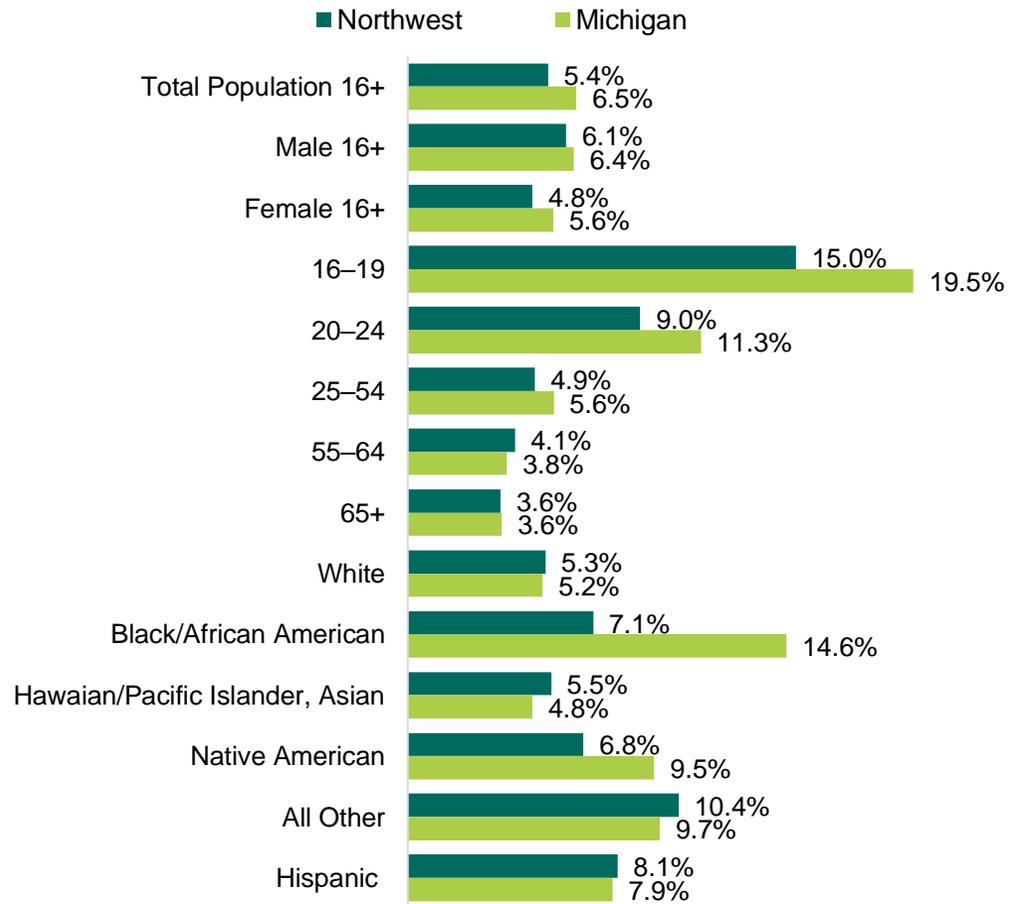
The Northwest Michigan jobless rates follow statewide and national trends.



- The unemployment rate in the Northwest Prosperity Region has closely followed statewide and national trends, while staying just above the Michigan rate. The jobless rate in 2019 was less than half the rate marked in 2013. **(Figure 6)**
- Over the 2013–2019 period, the count of unemployed individuals in the region dropped by 52.7 percent, from 14,200 in 2013 to 6,700 in 2019. **(Figure 12)**

Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives, Local Area Unemployment Statistics (LAUS)

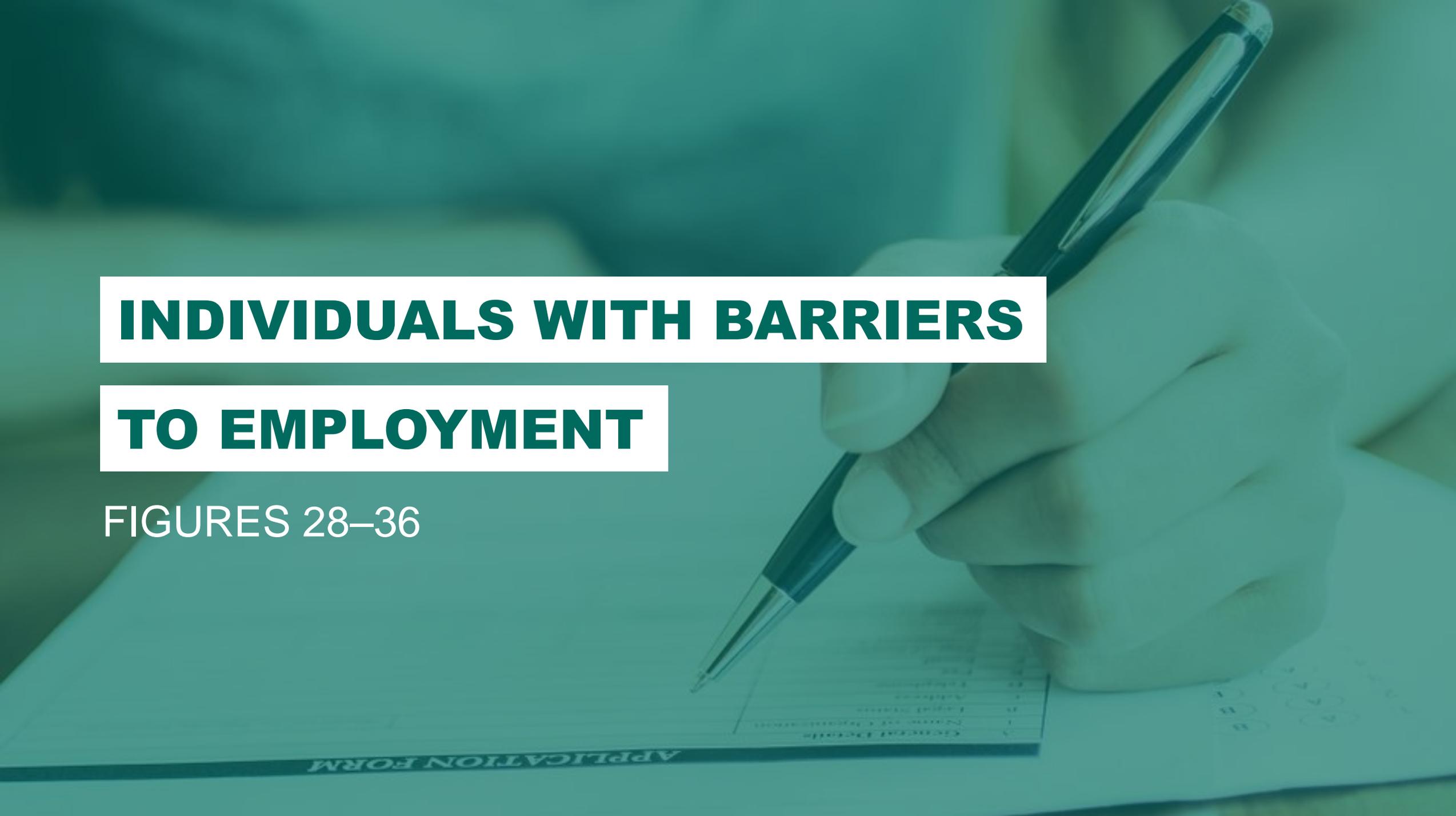
UNEMPLOYMENT RATES GENDER, AGE, AND RACE/ETHNICITY



Source: U.S. Census Bureau, 2014–2018 American Community Survey Five-Year Estimates

Regional jobless rates were lower for many demographic groups than the state rate.

- The overall jobless rate of the population 16 years and older in Northwest Michigan was about 1 percentage point lower than the state rate for the 2014–2018 period. **(Figure 7)**
- During the same time period, there were more males (77,800) than females (69,500) in the labor force in the region. However, females faced a lower unemployment rate, and both were lower than the state jobless rates. **(Figure 7)**

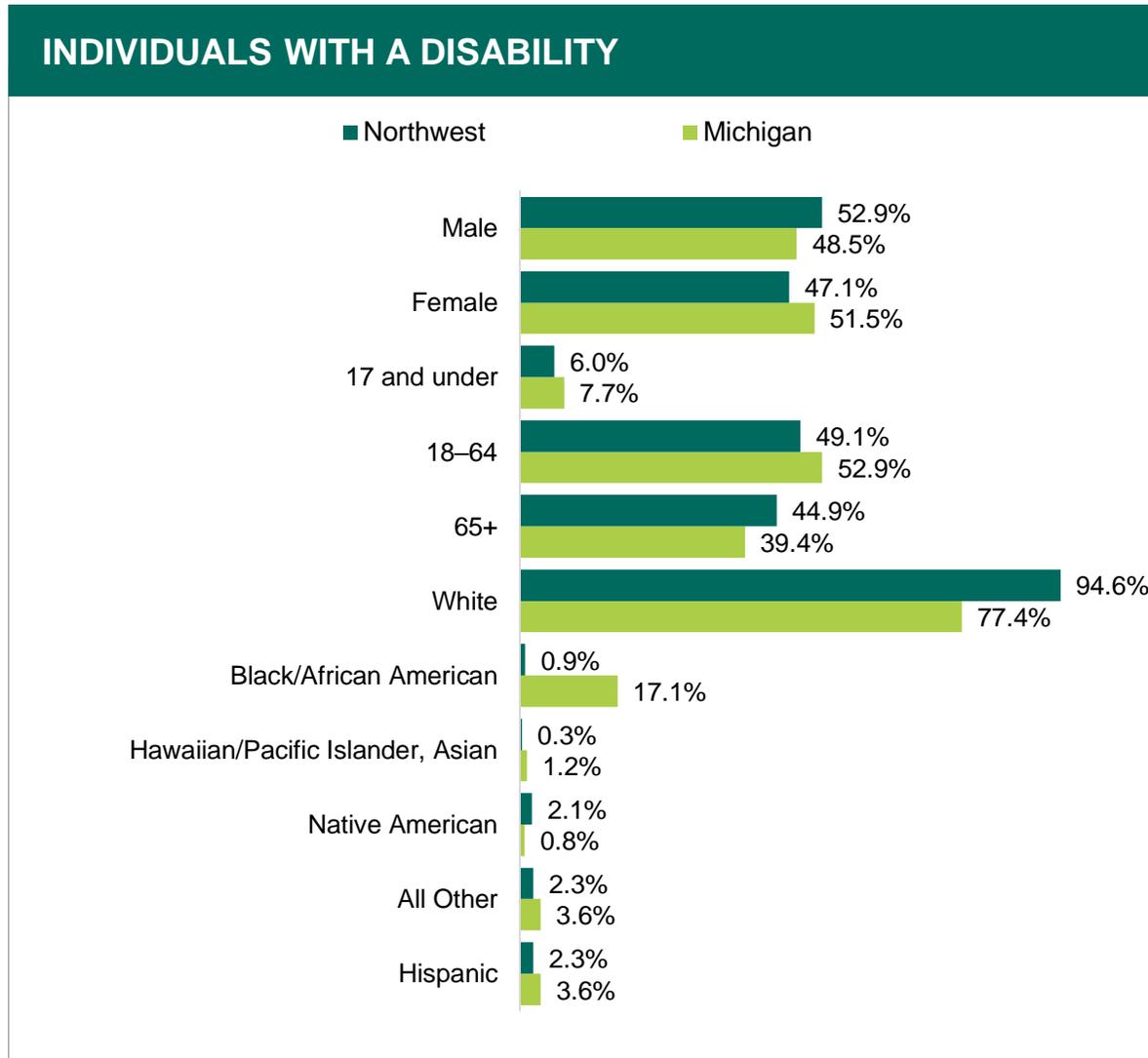
A hand holding a pen over an application form, with a teal overlay. The form is titled 'APPLICATION FORM' and has several fields labeled 'General Details', 'Name of Applicant', 'Legal Name', 'Address', 'Telephone', and 'Fax'.

INDIVIDUALS WITH BARRIERS

TO EMPLOYMENT

FIGURES 28–36

The share of white persons with a disability was much higher regionally than the state.

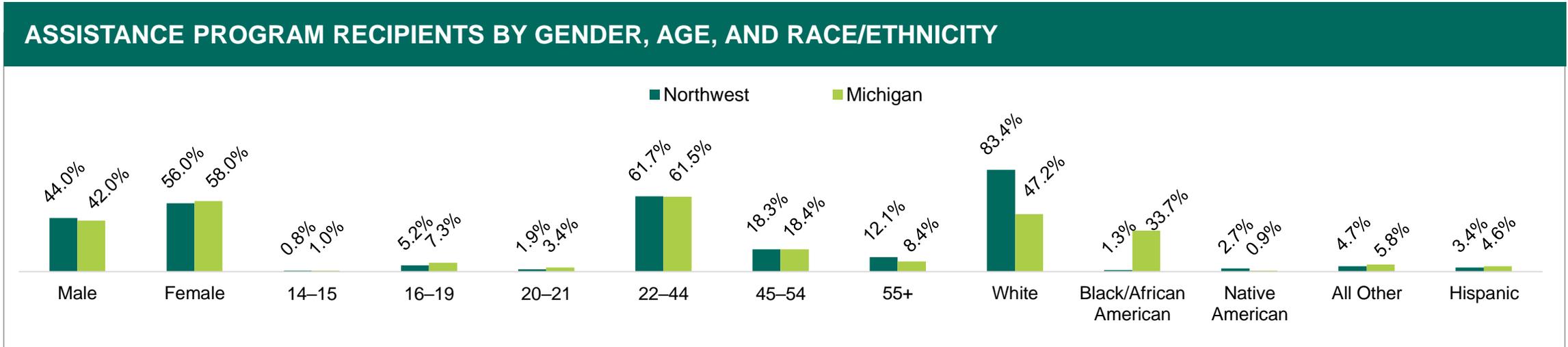


- Disability is one of several factors that can lead to poverty and other forms of economic distress. Disability increases with age. According to the U.S. Census Bureau, about 43,700 people in Northwest Michigan reported a disability during the 2014–2018 period. **(Figure 28)**
- In contrast to the state, those with a disability in the region were more likely to be male (52.9 percent). Similarly to the population spread, nearly 95 percent of persons with a disability were white. **(Figure 28)**

Source: U.S. Census Bureau, 2014–2018 American Community Survey Five-Year Estimates

Persons who are working age and white had the highest share of assistance program recipients.

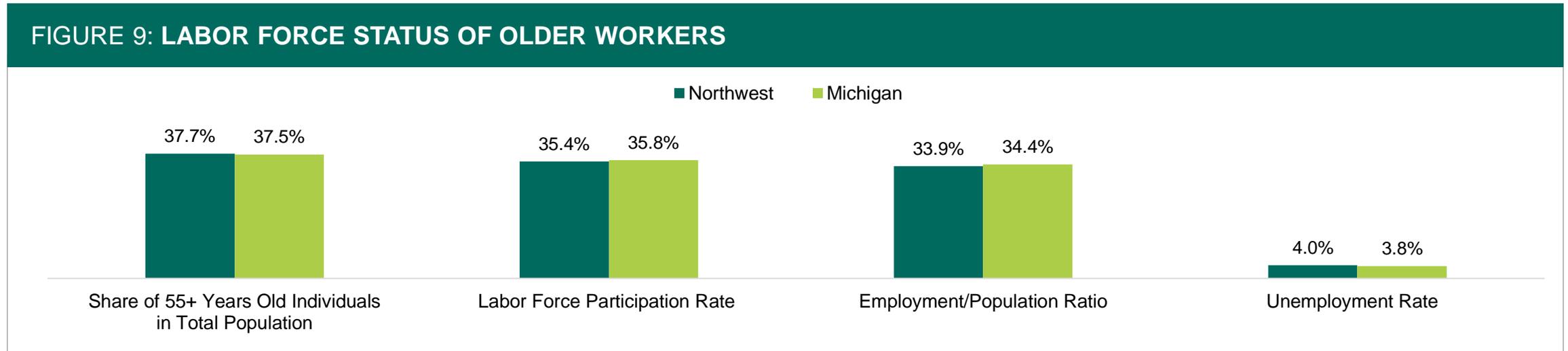
- As of June 2019, the Michigan Department of Health and Human Services reported just over 4,700 assistance program recipients in Northwest Michigan. **(Figure 30)**
- Most of these program recipients were white and of working age. Females also made up 56 percent of recipients, but their share was 2 percentage points lower than Michigan's. **(Figure 30)**



Source: Michigan Department of Health and Human Services

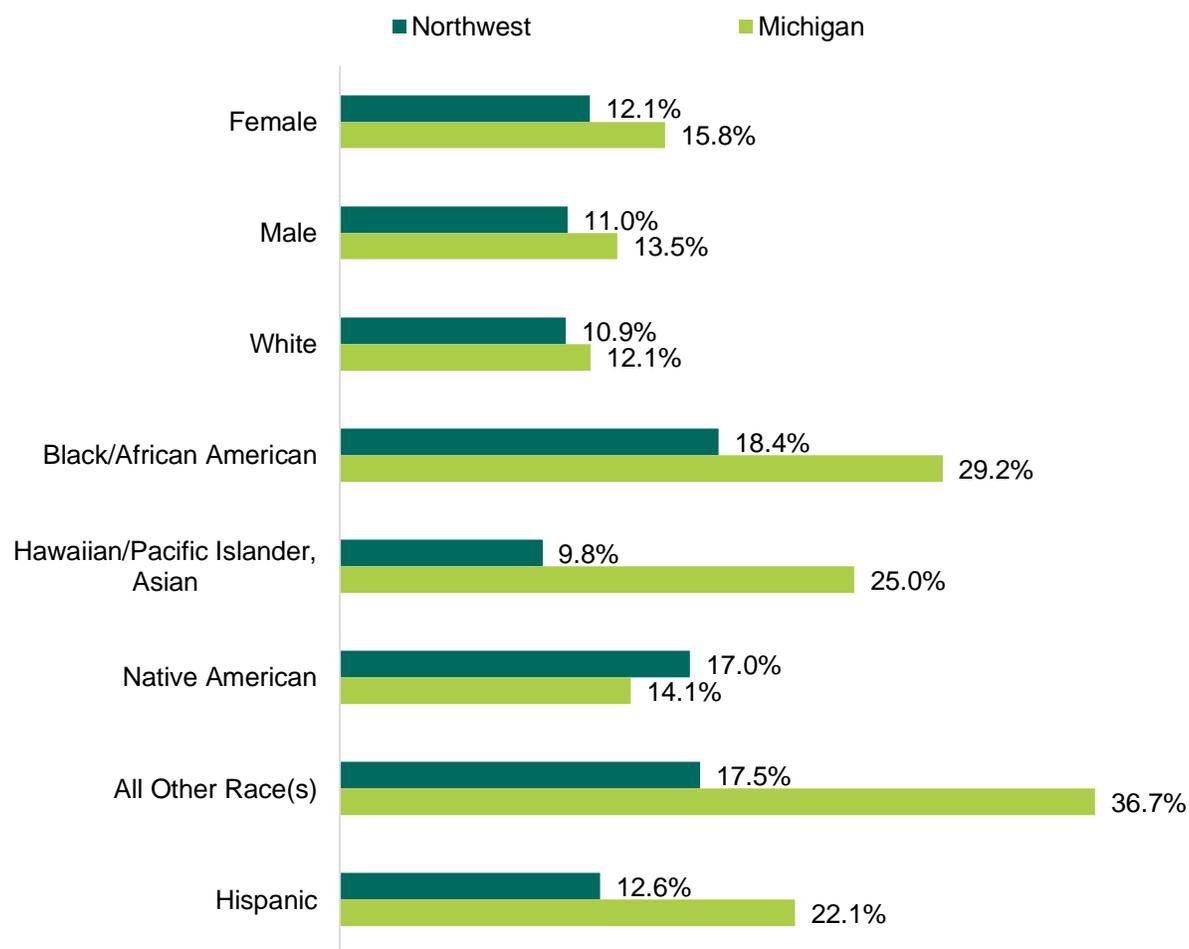
Labor force participation for older workers in the region is similar to the state.

- Nearly 38 percent of the population 16 years and older in Northwest Michigan and the state is in the category of older workers (age 55 years or more). **(Figure 35)**
- As of 2018, about 34 percent of older workers had jobs, nearly matching the statewide share. The jobless rate for older workers in Northwest Michigan was 4 percent from 2014 to 2018, or 0.2 percentage points greater than the state. **(Figure 35)**



Source: U.S. Census Bureau, 2014–2018 American Community Survey Five-Year Estimates

POVERTY BY GENDER AND RACE/ETHNICITY



The poverty rate is at 12 percent in Northwest Michigan, slightly below the statewide rate.

- Based on the 2014–2018 five-year estimates from the U.S. Census Bureau, 12 percent of residents from the Northwest Michigan (35,100 persons) lived under the poverty line. **(Figure 36)**
- Although black/African American individuals had the highest poverty rate in the region, it was nearly 11 percentage points less than the statewide rate. Native American persons were the only demographic group with a rate (17 percent) which was higher than the Michigan rate (14.1 percent). **(Figure 36)**

Source: U.S. Census Bureau, 2014–2018 American Community Survey Five-Year Estimates

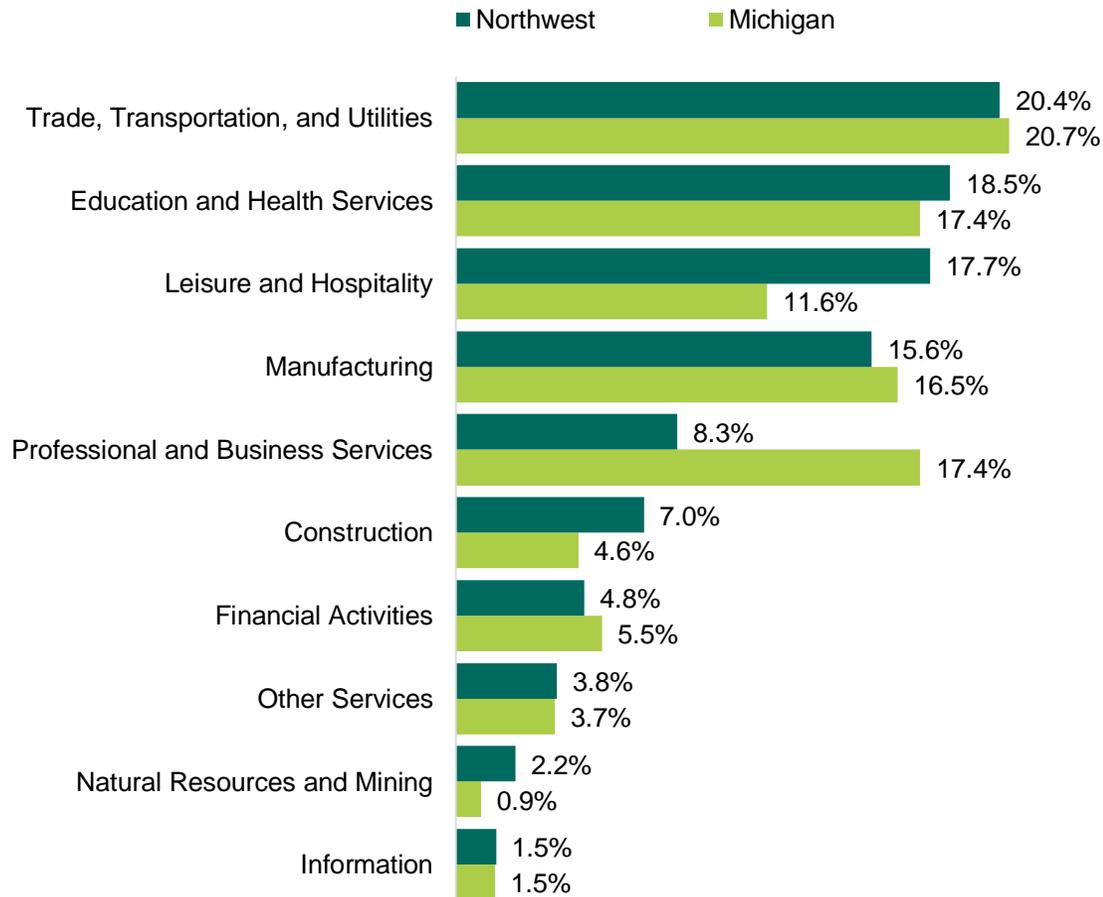
A close-up photograph of a person's hands working on a black cable. One hand holds the cable while the other uses a soldering iron to work on a metal connector. The background is a light-colored, textured surface, possibly a workbench or a bag. The entire image has a teal color overlay.

IN-DEMAND INDUSTRY SECTORS

AND OCCUPATIONS

FIGURES 8–11, 17–26

DISTRIBUTION OF INDUSTRY JOBS, SECOND QUARTER 2019

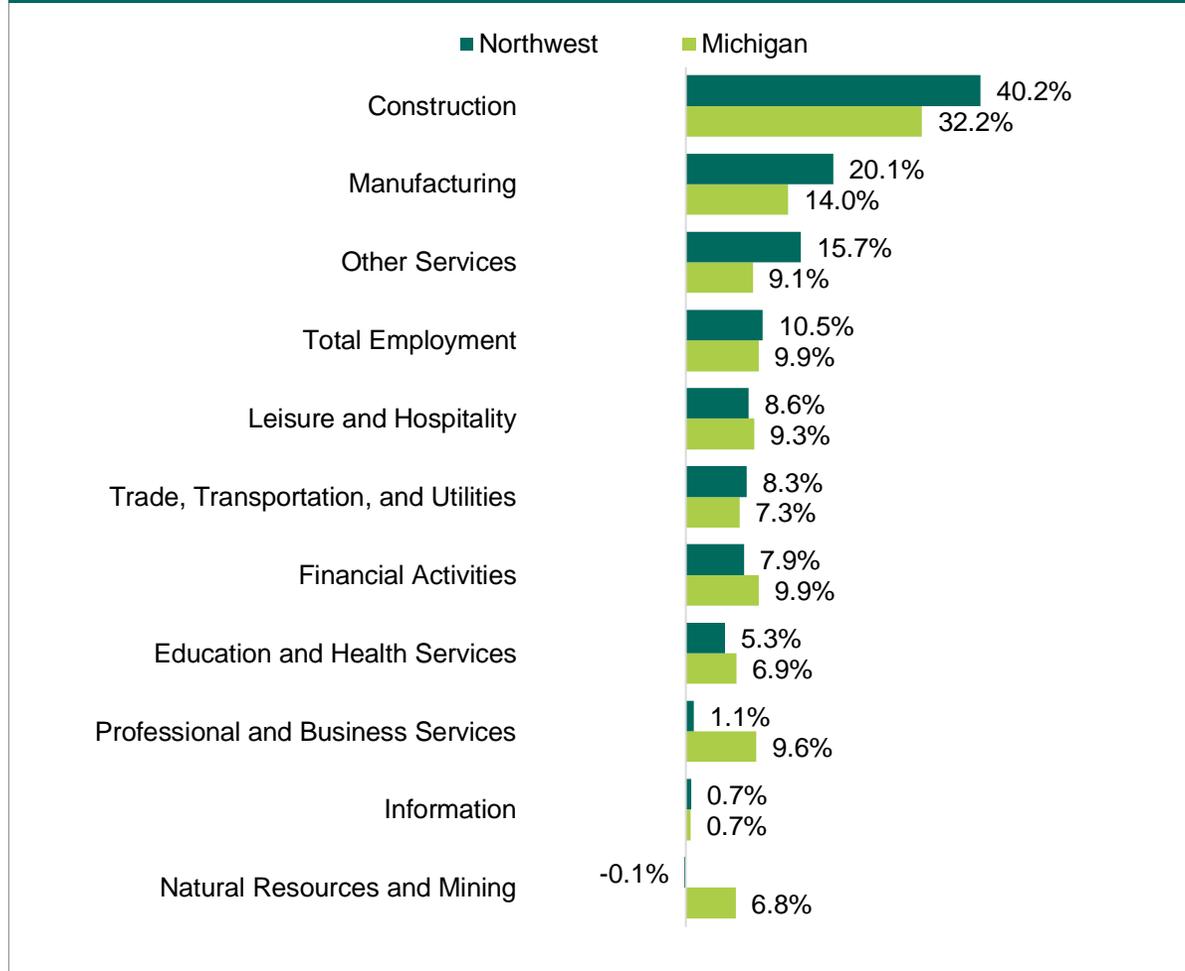


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives, Quarterly Census of Employment and Wages (QCEW)

Close to 40 percent of regional employment is concentrated in the top two industries.

- In the 2nd quarter of 2019, *Trade, transportation, and utilities* was the region's largest private industry, employing about one in five workers. This was similar to the statewide share. **(Figure 8)**
- *Leisure and hospitality* employed nearly 18 percent of workers in Northwest Michigan in the 2nd quarter of 2019, reflecting the heavy influence of tourism in the region. This was just over 6 percentage points greater than Michigan. **(Figure 8)**

PRIVATE SECTOR JOB TRENDS, SECOND QUARTER 2013–2019



Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives, Quarterly Census of Employment and Wages (QCEW)

Nearly all industry sectors grew during the 2013–2019 period.

- Private sector jobs in Northwest Michigan have grown by 10.5 percent. This was slightly higher (0.6 percentage points) than the statewide rate. **(Figure 8)**
- *Construction* recorded the largest job expansion, followed by *Manufacturing*, and *Other services*. Employment in these industries outpaced the industry growth statewide. Only *Natural resources and mining* recorded job loss during the period, declining by a tenth of a percentage point. **(Figure 8)**

ONLINE ADVERTISED JOB POSTINGS, NORTHWEST MICHIGAN

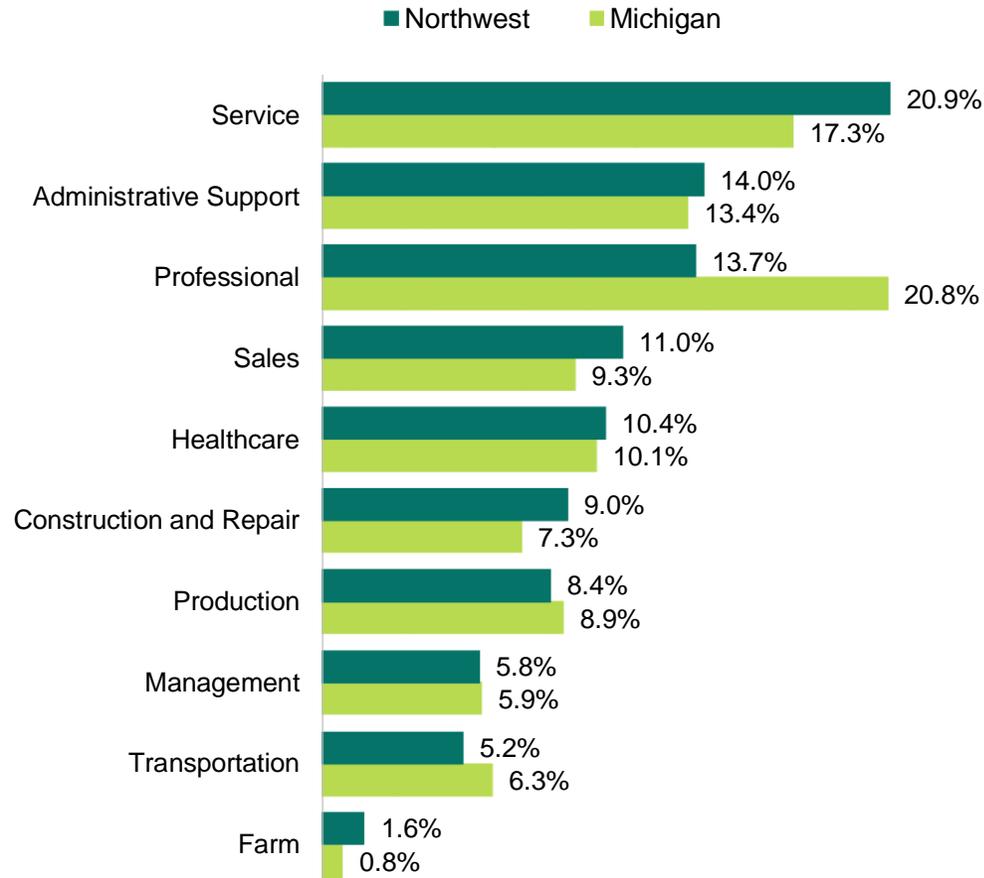
JOB TITLE	NUMBER
Retail Salespersons	124
Customer Service Representatives	92
First-Line Supervisors of Retail Sales Workers	91
Registered Nurses	77
Cooks, Restaurant	58
Waiters and Waitresses	47
Comb. Food Prep. and Serv. Worker, Inc. Fast Food	41
Sales Rep., Wholesale and Manu., Exc. Tech. and Sci. Prod.	41
Merchandise Displayers and Window Trimmers	39
Heavy and Tractor-Trailer Truck Drivers	39

Source: The Conference Board, Help Wanted OnLine® Database

Online job postings reached nearly 2,700 in second quarter 2019.

- In the second quarter of 2019, there were 2,700 online advertised job postings in Northwest Michigan, according to the Conference Board's Help Wanted OnLine® Database. **(Figure 18)**
- The top job advertisements were for *Retail salespersons*, *Customer service representatives*, and *First-line supervisors of retail sales workers*.

PROJECTED 2026 DISTRIBUTION OF JOBS BY BROAD OCCUPATIONAL GROUPS

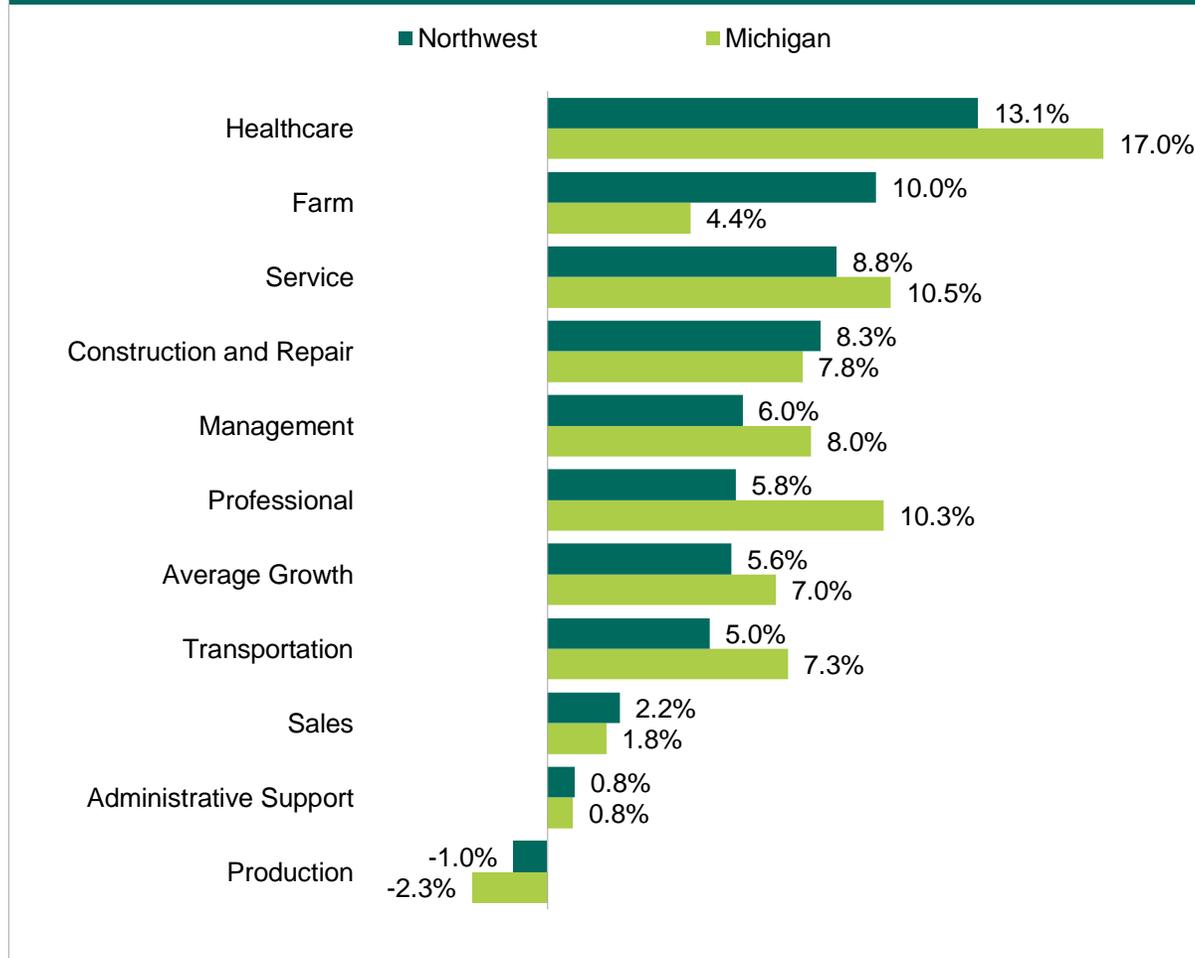


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Nearly half of Northwest Michigan jobs are projected to be in three job groups by 2026.

- The overall occupational employment in Northwest Michigan is projected to grow 5.6 percent (+7,600) between 2016 and 2026. This compared to an expansion of 7 percent statewide. **(Figure 19)**
- At 20.9 percent, *Service* occupations are the largest occupational category in terms of projected total jobs in 2026. This projected growth is nearly 4 percentage points greater than the statewide growth in the industry.

PROJECTED PERCENT GROWTH BY BROAD OCCUPATIONAL GROUPS (2016–2026)

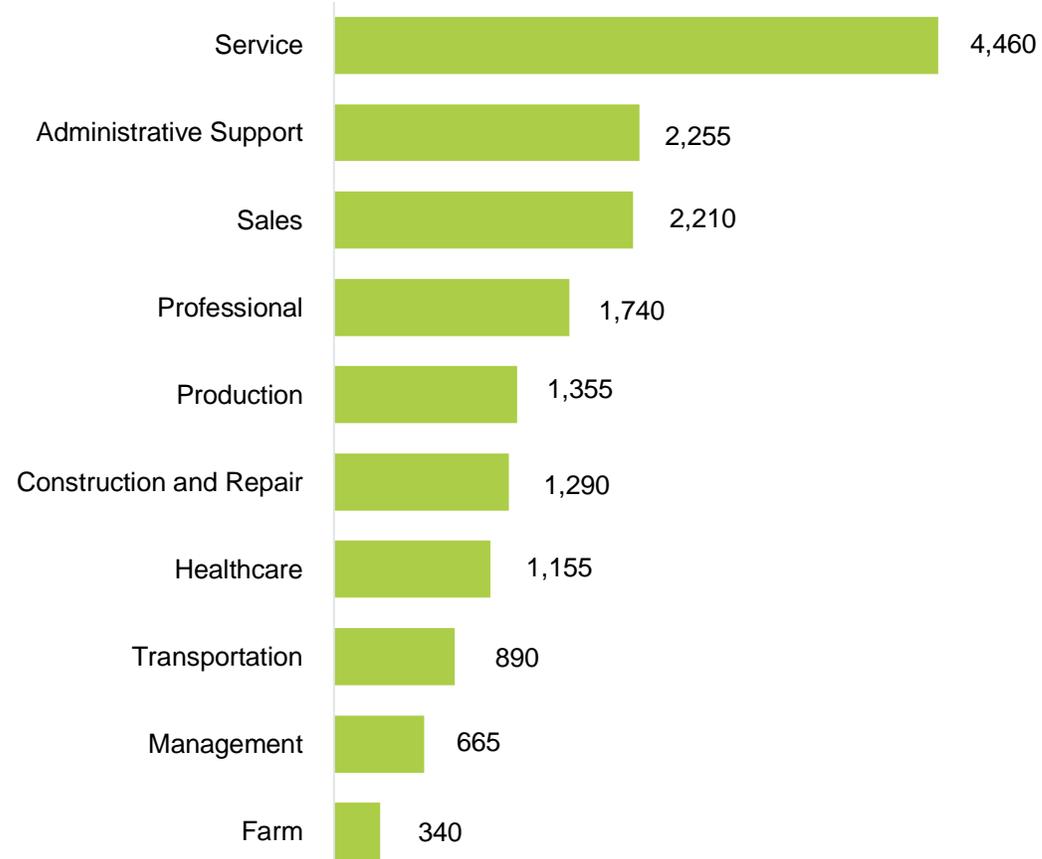


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Healthcare, Farm, and Service occupations are projected to have the highest percent growth through 2026.

- Employment in all occupational groups in Northwest Michigan are projected to grow below the statewide average through 2026. Jobs in all but one occupational group are projected to expand from 2016 through 2026. Apart from *Farm* and *Construction and repair*, all occupational groups are projected to expand at rates less than what is projected statewide. **(Figure 19)**
- Only *Production* is projected to contract through 2026. **(Figure 19)**

PROJECTED ANNUAL OPENINGS BY BROAD OCCUPATIONAL GROUPS (2016–2026)

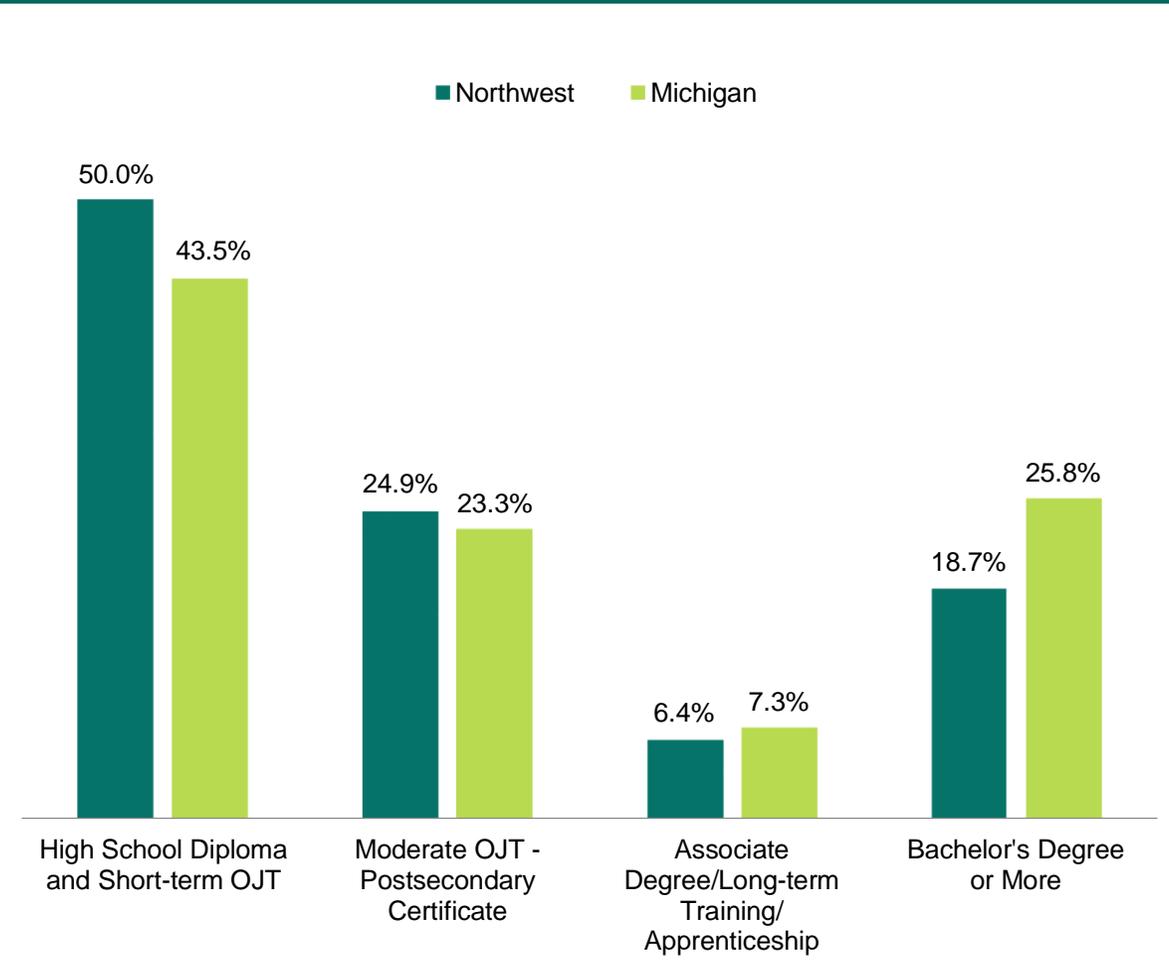


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Service and Administrative support jobs projected to have the largest number of annual openings.

- Because of a need to replace workers who are retiring or otherwise leaving the occupation in the area, the largest groups are projected to see the most annual openings through 2026.
- *Service* occupations, the largest occupational group in the region, are expected to see the highest number of annual openings. *Administrative support* occupations are projected to have the second most, followed closely by *Sales*. **(Figure 20)**

PROJECTED 2026 OCCUPATIONAL EMPLOYMENT BY EDUCATION (SHARE OF TOTAL)

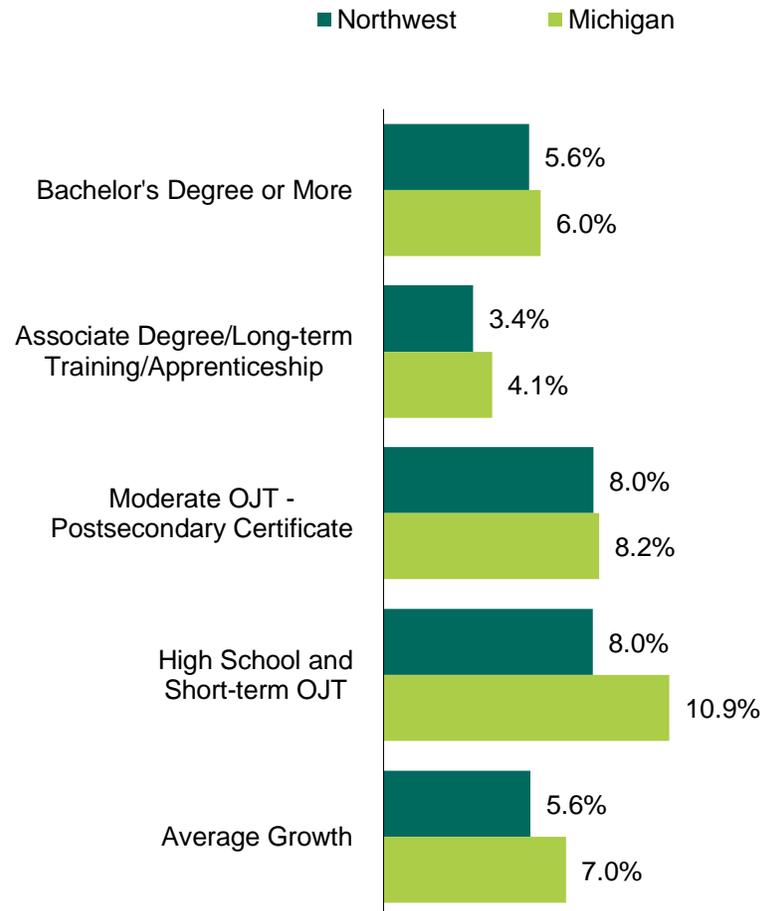


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Half of jobs in Northwest Michigan will require a H.S. diploma with minimal training.

- By 2026, a little over 50 percent of Northwest Michigan jobs (43.5 percent statewide) will still need only a high school diploma or less, with short-term to no on-the-job training. These occupations have a large employment base and will create jobs through the need to replace workers.
- Nearly a quarter of jobs in the region will require moderate on-the-job training with a postsecondary certificate.
- About 19 percent of jobs in Northwest Michigan will require a bachelor's degree or more, 6 percentage points less than the statewide share.

PROJECTED 2026 OCCUPATIONAL GROWTH BY EDUCATION

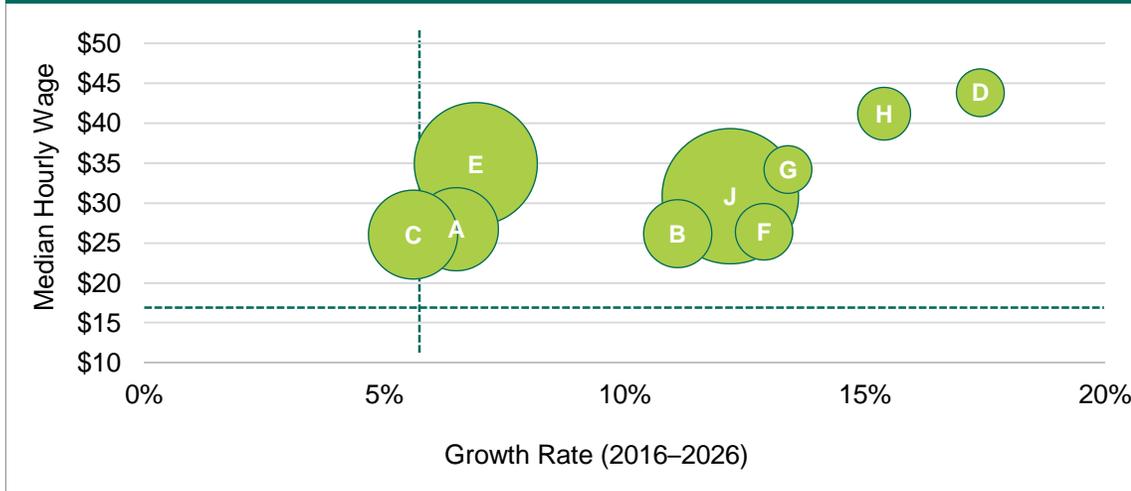


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Northwest Michigan has slower long-term projected growth compared to the state overall in every educational group.

- Occupations requiring a bachelor's degree or more are projected to grow 5.6 percent, slightly behind the state growth rate and on par with the regional growth rate. Those requiring a high school diploma or equivalent and short-term on-the-job training are projected to expand by 8 percent, nearly 3 percentage points behind the Michigan rate.

HIGH-DEMAND, HIGH-WAGE OCCUPATIONS REQUIRING AT LEAST A BACHELOR'S DEGREE



Dotted lines mark the average projected growth rate (5.6 percent) and the median hourly wage for the region (\$16.38).

A	Accountants and Auditors	F	Healthcare Social Workers
B	Child, Family, and School Social Workers	G	Industrial Engineers
C	Elementary School Teachers, Except Special Education	H	Medical and Health Services Managers
D	Financial Managers	I	Physical Therapists
E	General and Operations Managers	J	Registered Nurses

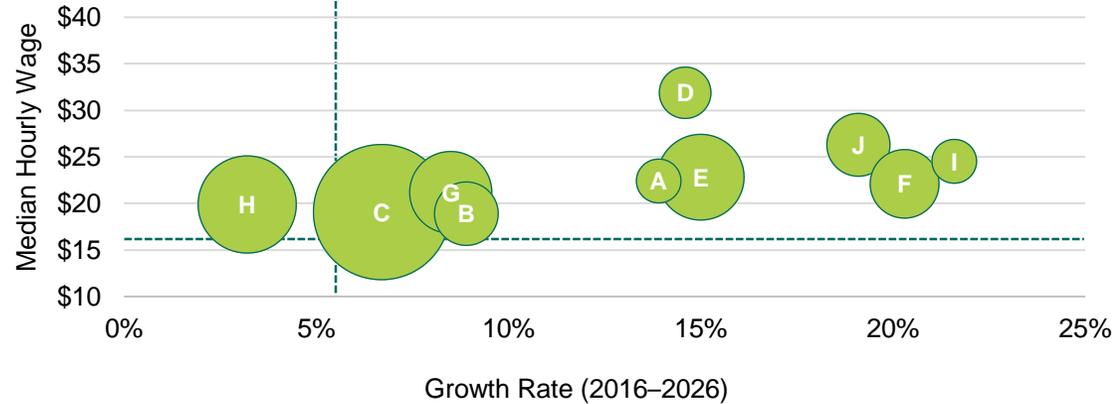
Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Many jobs requiring at least a bachelor's degree are among the region's high-demand, high-wage occupations.

- High-demand, high-wage occupations are jobs that demonstrate a favorable mix of long-term job growth, annual openings from both growth and replacement, and median wages.
- Levels of pay are directly correlated with the level of formal education and/or the length of job training or apprenticeship, driving a trend of higher-training occupations appearing on the list of high-demand, high-wage occupations.

(Figure 23)

HIGH-DEMAND, HIGH-WAGE OCCUPATIONS REQUIRING AT LEAST AN ASSOCIATE DEGREE OR LONG-TERM TRAINING



Dotted lines mark the average projected growth rate (5.6 percent) and the median hourly wage for the region (\$16.38).

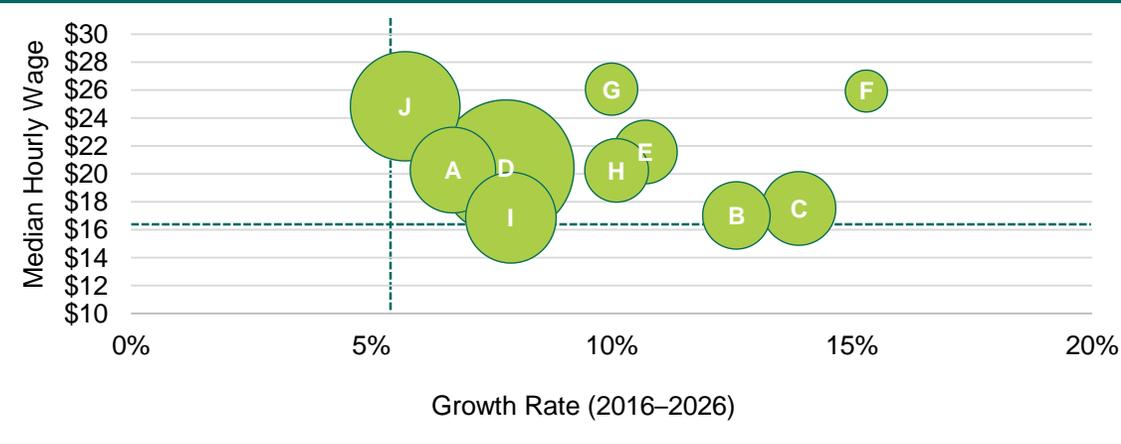
A	Brickmasons and Blockmasons	F	Heating, Air Conditioning, and Refrigeration Mechanics and Installers
B	Bus and Truck Mechanics and Diesel Engine Specialists	G	Industrial Machinery Mechanics
C	Carpenters	H	Machinists
D	Dental Hygienists	I	Physical Therapist Assistants
E	Electricians	J	Plumbers, Pipefitters, and Steamfitters

Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

A number of high-wage high-demand careers in Northwest Michigan require less than a bachelor's degree.

- Persons can typically achieve occupations in this category with one to three years of education/training.
- Many of these occupations in this category have sizable growth or a need for a large amount of replacement workers.
- Each occupation in this category earn more than the regional median wage of \$16.38 for all occupations and earn as much as \$31.91. **(Figure 24)**

HIGH-DEMAND, HIGH-WAGE OCCUPATIONS REQUIRING A POSTSECONDARY CERTIFICATE OR MODERATE-TERM TRAINING



Dotted lines mark the average projected growth rate (5.6 percent) and the median hourly wage for the region (\$16.38).

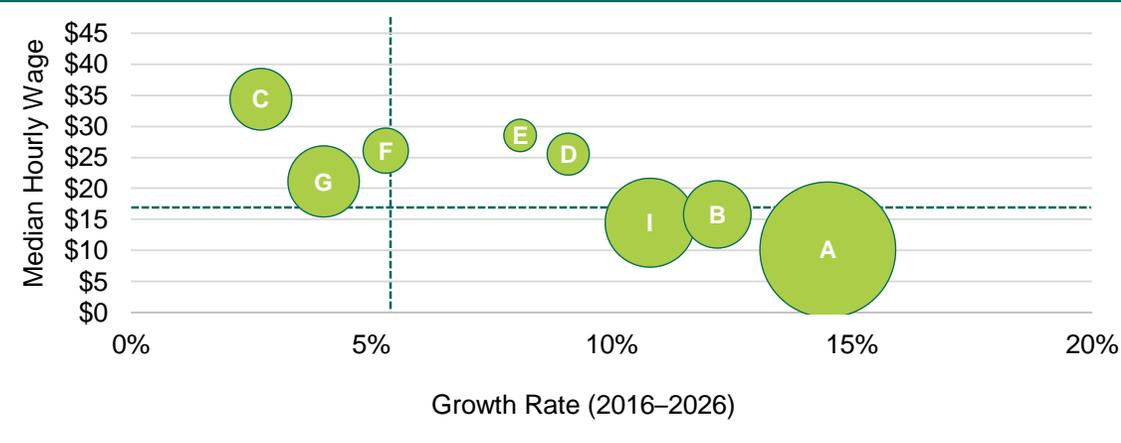
A	Automotive Service Technicians and Mechanics	F	Massage Therapists
B	Billing and Posting Clerks	G	Mixing and Blending Machine Setters, Operators, and Tenders
C	Dental Assistants	H	Operating Engineers and Other Construction Equipment Operators
D	Heavy and Tractor-Trailer Truck Drivers	I	Packaging and Filling Machine Operators and Tenders
E	Insurance Sales Agents	J	Sales Reps., Except Tech. and Scientific Products

Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Careers requiring less than one year of education and training are among Northwest Michigan's high-demand, high-wage occupations.

- Workers can typically qualify for occupations in this category with less than one year of education or training although some may have multiple requirements.
- The occupations listed here each earn more than the regional median hourly wage for all occupations (\$16.38). They also are projected to grow more than the regional average projected growth rate. **(Figure 25)**

HIGH-DEMAND OCCUPATIONS REQUIRING A HIGH SCHOOL DIPLOMA OR EQUIVALENT AND SHORT-TERM TRAINING



Dotted lines mark the average projected growth rate (5.6 percent) and the median hourly wage for the region (\$16.38).

A	Combined Food Preparation and Serving Workers, Including Fast Food	F	First-Line Supervisors of Production and Operating Workers
B	Construction Laborers	G	First-Line Supervisors of Retail Sales Workers
C	Farmers, Ranchers, and Other Agricultural Managers	H	Home Health Aides
D	First-Line Supervisors of Construction Trades and Extraction Workers	I	Landscaping and Groundskeeping Workers
E	First-Line Supervisors of Mechanics, Installers, and Repairers	J	Personal Care Aides

Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Jobs requiring a high school diploma or short-term training can be entered quickly and are in relatively high demand

- Jobs in this category can often be entered with minimal education or training beyond a high school degree or equivalent.
- These occupations, while not necessarily high-wage, are in high demand. Occupations in this category are great for a variety of different individuals. **(Figure 26)**